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HomeStreet Bank

January 6, 2016

Morgan Smith  
Deputy City Manager  
City of Bainbridge Island  
280 Madison Avenue North  
Bainbridge Island, WA, 98110

Dear Ms. Smith,

Please find attached the requested documentation for the final report on our activities for 2015 as relates to our LTAC Contract.

Attached is the cover letter with the report on the "Bainbridge Island Chamber of Commerce Visitor Information Center". We have also included our Visitor Information Statistics for 2015, our financial breakdown and the statistical analysis of our visitor/tourist website activity. These are clear indicators of how much activity happens through the Chamber of Commerce.

We appreciate the support of the City of Bainbridge Island Lodging Tax Advisory Committee, and thank the City for the opportunity to continue to deliver the Island's dedicated destination tourism campaign for 2015.

Respectfully,

Rex Oliver IOM  
President/CEO  
Bainbridge Island Chamber of Commerce

*"Creating a Strong, Sustainable Local Economy"*

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

95 Winslow Way East, Bainbridge Island, WA 98110 t. 206.842.3700 f. 206.842.3713 www.bainbridgechamber.com info@bainbridgechamber.com

## **Bainbridge Island Chamber of Commerce Final Report for 2015 LTAC**

The project as outlined in Appendix A is the "*Bainbridge Island Visitors Information Center*". This incorporates all aspects of advertising, marketing, website management, event promotion, community promotion and operation of a tourism related facility.

The Chamber is pleased to work with the Downtown Association and the Lodging Association to help meet and greet our visitors/tourists. We also promote the Museums, both Art and Historic. This year the Japanese American Exclusion Memorial has increased its presence on the island and received many more requests by our visitors/tourists for information on their location. Bloedel Reserve is one of the locations on the island that receives a great number of visitors/tourists. The groups listing above are some of the larger partners the Chamber works with, however, because of the nature of our membership and our place in the community, we partner/represent most groups or organizations on the island engaged in the visitor/tourism industry.

The Grand Old Fourth event this year was held on a very warm day and attendance was in the estimated at 35,000 people, making it the largest community event on the island. All the rooms on the island were booked during the weekend and overflow was sent to Poulsbo, Silverdale and Bremerton. The population of the island is only 24,000 so many people come from across the water to celebrate with us. Many of the guests are staying with family as this is somewhat of a homecoming for some and a visitation of old friends for others. We estimate that as many as 20,000 people have travelled over 50 miles to visit us on the fourth.

Our tourism facility located at the ferry terminal manned by paid staff and volunteers as well as the paid staff and volunteers in our offices on Winslow way are responsible for meeting our visitors and guests to provide them with up to date information. One of the responsibilities of these people is to track the numbers and record a visitor count. Our visitor count for this year shows we had visitors from all but two of the United States, all provinces of Canada and visitors from 42 countries around the world. The majority of visitors in our count are here for the day, staying in Seattle and taking a cruise to Alaska. There are 450,000 people who come to Seattle to take an Alaskan Cruise and many come over to Bainbridge during their stay in Seattle.

Attached to this report is our Excel spreadsheet showing our statistics for 2015 as regards visitor/tourist activities at our ferry terminal location and our offices on Winslow Way. The breakdown shows the visitor/tourist count by month. These are the monthly totals, however, they are the results of the staff counting visitors/tourists with each ferry arrival. The visitor/tourist count is a 15% increase over the previous year. The Best Western Plus on Bainbridge Island has stated they had a 6% increase in overnight stays during this past year, so the balance of the increase would indicate the visitor/tourist day tripper make up the rest of the increase.

This has been a banner year for visitors and tourists and we anticipate 2016 being even busier due to the increase in local as well as regional activities attracting people to Bainbridge Island.

	Total	First	Second	Third	Fourth
Category	Amount	Quarter	Quarter	Quarter	Quarter
Advertising (Flyers and brochures)	\$6,000.00 ✓	\$0.00	\$2,047.39	\$2,009.28	\$1,943.33
Strategies	\$5,560.00 ✓	\$3,452.55	\$1,191.50	\$1,104.25	\$0.00
Operating (Staffing)	\$11,756.00	\$401.70	\$2,318.77	\$4,532.40	\$4,503.13
Marketing (Grand Old Fourth)	\$7,700.00 ✓	\$450.00	\$6,256.50	\$1,207.50	\$0.00
Operations Overhead Expenses)	\$3,801.93 ✓	\$984.62	\$946.74	\$970.72	\$497.62
	\$34,817.93	\$5,288.87	\$12,760.90	\$9,824.15	\$6,944.01



## 2015 Website Analytics

[illegible]



## JLARC Municipality Reporting - Bainbridge Island

### Add Activity

#### Activity

Activity Name:

Advertising, Publicity

Organization:

Bainbridge Island Chamber of Commerce

Activity Type:

Marketing

Activity Date:

Start Date:

1/1/15

End Date:

12/31/15

Funds

Requested:

\$ 6000.00

Awarded:

\$ 6000.00

Total Cost of Activity:

\$ 6000.00

#### Attendee Estimates

	Projected	Actual	Methodology
Overall Attendance:	8000	8000	Direct Count
Attendees who traveled 50 miles or more to attend:			
Total:	4000	4000	Structured Estimate
Attendees who traveled 50 miles or more to attend:	100	100	Structured Estimate
Of total, attendees who traveled from another state or country:			
Paid accommodations:	100	100	Structured Estimate
Unpaid accommodations:	500	500	Structured Estimate
Paid Lodging nights:			
	50	50	Structured Estimate

Activity Notes:

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## JLARC Municipality Reporting - Bainbridge Island

### Add Activity

#### Activity

Activity Name:

Developing Strategies

Organization:

Bainbridge Island Chamber of Commerce

Activity Type:

Marketing

Activity Date:

Start Date:

1/1/15

End Date:

12/31/15

Funds

Requested:

\$ 5560.00

Awarded:

\$ 5560.00

Total Cost of Activity:

\$ 5560.00

#### Attendee Estimates

	Projected	Actual	Methodology	
Overall Attendance:	50000	47648	Direct Count	
Attendees who traveled 50 miles or more to attend:				
Total:	2500	2000	Structured Estimate	
Attendees who traveled overnight:	100	100	Structured Estimate	
Of total, attendees who traveled from another state or country:				
Paid accommodations:	100	100	Structured Estimate	
Unpaid accommodations:	500	500	Structured Estimate	
Paid Lodging nights:				
	50	50	Structured Estimate	

Activity Notes:

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## JLARC Municipality Reporting - Bainbridge Island

### Add Activity

#### Activity

Activity Name:

Operating Tourism Promotion Agencies

Organization:

Bainbridge Island Chamber of Commerce

Activity Type:

Marketing

Activity Date:

Start Date:

End Date:

1/1/15

12/31/15

Funds

Requested:

\$ 11756.00

Awarded:

\$ 11756.00

Total Cost of Activity:

\$ 11756.00

#### Attendee Estimates

	Projected	Actual	Methodology	
Overall Attendance:	90,000	117,870	Direct Count	
<b>Attendees who traveled 50 miles or more to attend:</b>				
Total:	2500	2000	Structured Estimate	
Of those who traveled a minimum of 50 miles:	100	100	Structured Estimate	
<b>Of total, attendees who traveled from another state or country:</b>				
Paid accommodations:	100	100	Structured Estimate	
Unpaid accommodations:	500	500	Structured Estimate	
<b>Paid Lodging outside:</b>				
	50	50	Structured Estimate	

Activity Notes:

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## JLARC Municipality Reporting - Bainbridge Island

### Add Activity

#### Activity

Activity Name:

Marketing and Operations-Grand Old Fourth

Organization:

Bainbridge Island Chamber of Commerce

Activity Type:

Event/Festival

Activity Date:

Start Date: 1/1/15 End Date: 1/7/15

Funds

Requested:

\$ 7,700.00

Awarded:

\$ 7,700.00

Total Cost of Activity:

\$ 7,700.00

#### Attendee Estimates

	Projected	Actual	Methodology	
Overall Attendance:	40,000	35,000	Structured Estimate	
Attendees who traveled 50 miles or more to attend:				
Total:	20,000	20,000	Structured Estimate	
Attendees who stayed overnight:	1000	1000	Structured Estimate	
Of total, attendees who traveled from another state or country:				
Paid accommodations:	1000	1000	Structured Estimate	
Unpaid accommodations:	500	500	Structured Estimate	
Paid lodging meals:				
	500	500	Structured Estimate	

Activity Notes:

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## JLARC Municipality Reporting - Bainbridge Island

### Add Activity

#### Activity

Activity Name:

Operating a tourism related facility

Organization:

Bainbridge Island Chamber of Commerce

Activity Type:

Facility

Activity Date:

Start Date: 1/1/15  
End Date: 12/31/15

Funds

Requested:

\$ 3,801.93

Awarded:

\$ 3,801.93

Total Cost of Activity:

\$ 3,801.93

#### Attendee Estimates

	Projected	Actual	Methodology
Overall Attendance:	4,000	4,128	Direct Count
Attendees who traveled 50 miles or more to attend:			
Total:	3,000	3,000	Structured Estimate
Estimated who stayed overnight:	100	100	Structured Estimate
Of total, attendees who traveled from another state or country:			
Paid accommodations:	100	100	Structured Estimate
Unpaid accommodations:	50	50	Structured Estimate
Paid Lodging estimates:	50	50	Structured Estimate

Activity Notes:

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## JLARC Municipality Reporting - Bainbridge Island

### Add Activity

#### Activity

Activity Name:

Advertising, Publicity

Organization:

Bainbridge Island Chamber of Commerce

Activity Type:

Marketing

Activity Date:

Start Date:

1/1/15

End Date:

12/31/15

Funds

Requested:

\$ 6000.00

Awarded:

\$ 6000.00

Total Cost of Activity:

\$ 6000.00

#### Attendee Estimates

	Projected	Actual	Methodology	
Overall Attendance:	8000	8000	Direct Count	
Attendees who traveled 50 miles or more to attend:				
Total:	4000	4000	Structured Estimate	
Attending with travel reimbursement:	100	100	Structured Estimate	
Of total, attendees who traveled from another state or country:				
Paid accommodations:	100	100	Structured Estimate	
Unpaid accommodations:	500	500	Structured Estimate	
Paid Lodging nights:				
	50	50	Structured Estimate	

Activity Notes:

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